

Rep Order# 9795152 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 50869

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:34 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM PREV SKED
PLS CNF

6000 29,040
+ 560
39,600
From 50869
9795156

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*73	SU	10P-11P	MENTALIST	:30	\$900.00	09/16-09/16	1	1	1	\$900.00	
		V7 Added Don										
	*74	W-F,M	4P-430P	NEWS	:30	\$180.00	09/12-09/17	1	1	1	\$180.00	
		Sales Remark: V9 ADD										
		V9 Added										
	*75	W-F,M	430P-5P	NEWS	:30	\$180.00	09/12-09/17	1	1	1	\$180.00	
		Sales Remark: V9 ADD										
		V9 Added										
	*76	W-F,M	5P-530P	NEWS	:30	\$200.00	09/12-09/17	1	1	1	\$200.00	
		Sales Remark: V9 ADD										
		V9 Added										

---REPORT TOTALS---

Report Totals: 4 / \$1,460.00

---SALES MONTHLY TOTALS---

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WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/05/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 143 / \$59,600.00

Sales Totals: 143 / \$59,600.00

Station Totals: 143 / \$59,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$229,231	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50869												
Line: 1												
09/12/12	Wednesday	12:28:33 AM	:30	\$110.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/13/12	Thursday	12:12:44 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/14/12	Friday	12:05:12 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											3	
Line: 2												
09/14/12	Friday	12:35:20 AM	:30	\$110.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/17/12	Monday	12:35:55 AM	:30	\$110.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 3												
09/12/12	Wednesday	12:13:27 AM	:30	\$200.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/14/12	Friday	12:20:58 AM	:30	\$200.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/17/12	Monday	12:13:22 AM	:30	\$200.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											3	
Line: 4												
09/12/12	Wednesday	12:35:10 AM	:30	\$200.00	OFA-12-	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/14/12	Friday	12:43:41 AM	:30	\$200.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 5												
09/12/12	Wednesday	7:18:20 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:00:00 AM-7:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/14/12	Friday	7:28:56 AM	:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/17/12	Monday	7:18:20 AM	:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											3	
Line: 6												
09/12/12	Wednesday	7:29:26 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:30:00 AM-8:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/14/12	Friday	7:59:26 AM	:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											2	
Line: 7												
09/12/12	Wednesday	12:12:30 AM	:30	\$100.00	OFA-12-	CBS This Morning	(8:00:00 AM-8:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/14/12	Friday	12:19:10 AM	:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/17/12	Monday	12:19:30 AM	:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											3	
Line: 8												
09/12/12	Wednesday	12:37:20 AM	:30	\$100.00	OFA-12-	CBS This Morning	(8:30:00 AM-9:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/14/12	Friday	12:59:26 AM	:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 9												
09/12/12	Wednesday	1:52:54 XM	:30	\$25.00	OFA-12-	430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/13/12	Thursday	1:45:48 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/17/12	Monday	1:37:42 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50869												
Line: 9												
				\$75.00								3
Line: 10												
09/15/12	Saturday	4:41:00 AM	:30	\$90.00		6a-8a Local 12 News Saturday	6:30:00 AM-7:00:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$90.00								1
Line: 11												
09/15/12	Saturday	7:49:03 AM	:30	\$90.00		6a-8a Local 12 News Saturday	7:30:00 AM-8:00:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$90.00								1
Line: 12												
09/15/12	Saturday	8:40:30 AM	:30	\$350.00		CBS This Morning Saturday	8:30:00 AM-9:00:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
				\$350.00								1
Line: 13												
09/16/12	Sunday	4:44:58 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$25.00								1
Line: 14												
09/12/12	Wednesday	9:07:20 AM	:30	\$100.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/13/12	Thursday	9:42:10 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/14/12	Friday	9:15:20 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/17/12	Monday	9:08:05 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
				\$400.00								4
Line: 15												
09/12/12	Wednesday	10:41:30 AM	:30	\$100.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/13/12	Thursday	10:42:30 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/14/12	Friday	10:14:40 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/17/12	Monday	10:23:55 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
				\$400.00								4
Line: 16												
09/12/12	Wednesday	11:29:26 AM	:30	\$450.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/13/12	Thursday	11:28:41 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/14/12	Friday	11:29:11 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/17/12	Monday	11:59:26 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
				\$1,800.00								4
Line: 17												
09/12/12	Wednesday	12:10:07 PM	:30	\$500.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/13/12	Thursday	12:16:01 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/14/12	Friday	12:09:47 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/17/12	Monday	12:10:22 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/17/12	Monday	12:29:26 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
				\$2,500.00								5

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50869

Line: 18

09/12/12	Wednesday	2:59:26 PM	:30	\$400.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/13/12	Thursday	2:58:56 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/14/12	Friday	2:59:11 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/17/12	Monday	2:58:51 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/17/12	Monday		:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-

\$2,000.00

5

Line: 19

09/12/12	Wednesday	1:28:56 PM	:30	\$400.00	OFA-12-	Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/12/12	Wednesday	1:59:11 PM	:30	\$400.00	OFA-12-	Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/13/12	Thursday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/14/12	Friday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/17/12	Monday		:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-

\$2,000.00

5

Line: 20

09/12/12	Wednesday	2:29:26 PM	:30	\$350.00	OFA-12-	The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/13/12	Thursday	2:59:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/14/12	Friday	2:29:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/17/12	Monday	2:59:26 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-

\$1,400.00

4

Line: 21

09/15/12	Saturday	3:59:26 AM	:30	\$350.00		CBS This Morning Satu	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
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\$350.00

1

Line: 22

09/16/12	Sunday	3:17:30 AM	:30	\$450.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
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\$450.00

1

Line: 23

09/16/12	Sunday	3:35:00 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
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\$450.00

1

Line: 24

09/16/12	Sunday	3:28:56 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
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\$450.00

1

Line: 25

09/16/12	Sunday	3:59:46 AM	:30	\$400.00		Face the Nation	10:30 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
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\$400.00

1

Line: 26

09/16/12	Sunday	3:14:58 AM	:30	\$100.00		Newsmakers	11:00 AM-11:30 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
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\$100.00

1

Line: 27

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50869												
Line: 27												
09/12/12	Wednesday	5:58:32 PM	:30	\$350.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/13/12	Thursday	5:58:32 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/13/12	Thursday	5:28:36 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/14/12	Friday	5:29:06 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/17/12	Monday	5:59:17 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
											5	
Line: 28												
09/12/12	Wednesday	4:28:21 PM	:30	\$180.00	OFA-12-	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/13/12	Thursday	4:28:26 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/14/12	Friday	4:27:36 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/17/12	Monday	4:14:11 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/17/12	Monday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											5	
Line: 29												
09/12/12	Wednesday	4:51:31 PM	:30	\$180.00	OFA-12-	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/13/12	Thursday	4:51:31 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/14/12	Friday	4:43:06 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/17/12	Monday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/17/12	Monday	4:36:21 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											5	
Line: 30												
09/12/12	Wednesday	5:12:50 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/13/12	Thursday	5:12:05 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/14/12	Friday	5:27:40 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/14/12	Friday	5:11:10 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/17/12	Monday	5:04:28 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											5	
Line: 31												
09/12/12	Wednesday	5:35:31 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/12/12	Wednesday	5:57:21 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/13/12	Thursday	5:42:52 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/14/12	Friday	5:57:21 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/17/12	Monday	5:42:57 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
											5	
Line: 32												
09/12/12	Wednesday	5:29:16 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/13/12	Thursday	5:29:16 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/14/12	Friday	5:19:02 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/17/12	Monday	5:12:58 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/17/12	Monday	5:05:29 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50869

Line: 32

				\$4,500.00							5	
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Line: 33

09/15/12	Saturday		:30	\$150.00		6pm Local 12 News Sat 6:00 PM-6:30 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		1 MWASH	
				\$150.00							1	

Line: 34

09/16/12	Sunday		:30	\$250.00		630p Local 12 News Su 6:30 PM-7:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		1 MWASH	
				\$250.00							1	

Line: 35

09/12/12	Wednesday	7:10:12 PM	:30	\$850.00	OFA-12- M-F 7p-730p	7:00 PM-7:30 PM		OBAMA 4 AMERICA *A 1536 *a	P-2		4 MWASH	
09/13/12	Thursday	7:10:27 PM	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM		OBAMA 4 AMERICA *A 1536 *a	P-2		3 MWASH	
09/14/12	Friday	7:04:56 PM	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM		OBAMA 4 AMERICA *A 1536 *a	P-2		5 MWASH	
09/14/12	Friday	7:22:14 PM	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM		OBAMA 4 AMERICA *A 1536 *a	P-2		1 MWASH	
09/17/12	Monday	7:11:42 PM	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM		OBAMA 4 AMERICA *A 1536 *a	P-2		2 MWASH	
				\$4,250.00							5	

Line: 36

09/12/12	Wednesday	7:34:30 PM	:30	\$250.00	OFA-12- M-F 730p-8p	7:27 PM-8:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		3 MWASH	
09/13/12	Thursday	7:35:15 PM	:30	\$250.00	M-F 730p-8p	7:27 PM-8:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		5 MWASH	
09/14/12	Friday	7:43:22 PM	:30	\$250.00	M-F 730p-8p	7:27 PM-8:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		4 MWASH	
09/17/12	Monday	7:51:44 PM	:30	\$250.00	M-F 730p-8p	7:27 PM-8:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		2 MWASH	
09/17/12	Monday	7:50:44 PM	:30	\$250.00	M-F 730p-8p	7:27 PM-8:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		1 MWASH	
				\$1,250.00							5	

Line: 37

09/15/12	Saturday	6:59:26 PM	:30	\$200.00	Sa Prime Access Rotat	6:57 PM-7:57 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		1 MWASH	
				\$200.00							1	

Line: 38

09/17/12	Monday	10:28:45 PM	:30	\$1,700.00	Mon Reg 3	10:00 PM-11:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-3		1 MWASH	
				\$1,700.00							1	

Line: 40

09/12/12	Wednesday	8:28:41 PM	:30	\$1,500.00	OFA-12- Wed Reg 1	8:00 PM-9:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		1 MWASH	
				\$1,500.00							1	

Line: 41

09/12/12	Wednesday	10:43:10 PM	:30	\$3,500.00	OFA-12- Wed Reg 3	10:00 PM-11:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-2		1 MWASH	
				\$3,500.00							1	

Line: 42

09/14/12	Friday	9:19:42 PM	:30	\$900.00	Fri Reg 2	9:00 PM-10:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-4		1 MWASH	
				\$900.00							1	

Line: 43

09/14/12	Friday	10:28:30 PM	:30	\$1,200.00	Fri Reg 3	10:00 PM-11:00 PM		OBAMA 4 AMERICA *A 1536 *a	P-3		1 MWASH	
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50869

Line: 43

				\$1,200.00							1	
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Line: 44

09/16/12	Sunday	7:39:38 PM	:30	\$800.00		Sun Reg 1	7:00 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$800.00							1	

Line: 45

09/12/12	Wednesday	12:20:04 PM	:30	\$550.00	OFA-12-	11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/13/12	Thursday	1:05:19 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/14/12	Friday	1:06:14 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/17/12	Monday	12:20:19 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/17/12	Monday		:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$2,750.00							5	

Line: 46

09/15/12	Saturday	1:27:15 PM	:30	\$550.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$550.00							1	

Line: 47

09/16/12	Sunday		:30	\$550.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$550.00							1	

Line: 48

09/12/12	Wednesday	2:11:00 XM	:30	\$150.00	OFA-12-	Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/13/12	Thursday	2:23:30 XM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/14/12	Friday	2:25:15 XM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/14/12	Friday	1:58:30 PM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/17/12	Monday	12:47:00 PM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$750.00							5	

Line: 49

09/15/12	Saturday	12:41:03 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/15/12	Saturday	2:03:56 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/15/12	Saturday	1:55:25 PM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/15/12	Saturday	2:24:08 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/15/12	Saturday	2:44:41 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$750.00							5	

Line: 50

09/15/12	Saturday	2:52:40 XM	:30	\$250.00		Sat 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
				\$250.00							1	

Line: 51

09/16/12	Sunday	12:41:47 PM	:30	\$100.00		Sun 1135p-1205a	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$100.00							1	

Line: 52

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50869												
Line: 52												
09/16/12	Sunday	2:52:55 XM	:30	\$60.00		Sun 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 53												
09/15/12	Saturday	5:58:26 PM	:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
09/15/12	Saturday	1:04:21 PM	:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		2	MWASH-
09/15/12	Saturday	5:14:11 PM	:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		3	MWASH-
											3	
Line: 54												
09/16/12	Sunday	2:28:11 PM	:30	\$800.00		NFL Today	12:00 PM-1:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 55												
09/16/12	Sunday	3:59:26 PM	:30	\$6,500.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 56												
09/16/12	Sunday	3:59:26 PM	:30	\$2,400.00		NFL Regular Season	(4:00:00 PM-7:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 57												
09/16/12	Sunday		:30	\$900.00		Sun Reg 4	10p-11p	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 58												
09/17/12	Monday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 59												
09/17/12	Monday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
Line: 60												
09/17/12	Monday		:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
											1	
											143	
											143	
											143	
											143	
											143	
											143	

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